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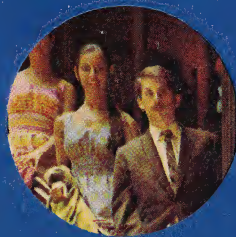
also inside how you
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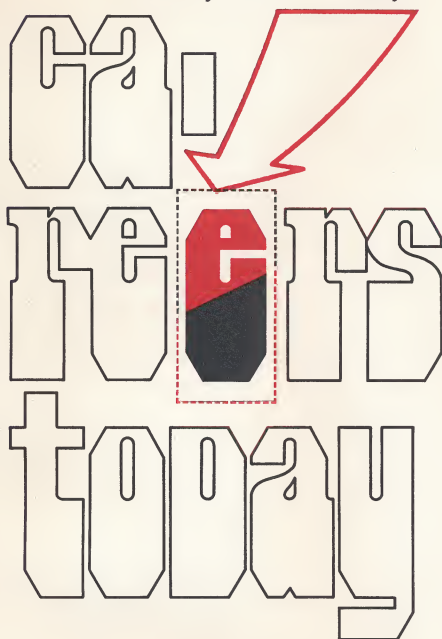
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WITH CAREERS TODAY

but during the first five years.

The people in the scene below, and on the previous page, met for the first time when they gathered at the graceful Bradbury building in Los Angeles for a group portrait. Aside from being Californians by birth or choice, their similarities are negligible. In fact, it's their dissimilarities that are conspicuous. Some work for large corporations, some for protest movements, and some for themselves. The age range is about as varied. But these people share a certain

elusive quality. It's a quality they seemed to sense immediately in one another. For each has found, or created, a place where he contributes in a manner uniquely his own.

Ed Goff and Gene Brooks operate the nonprofit Urban Workshop in Watts. They do architectural planning work for Los Angeles' volatile slum. "You've got to be crazy to do what we're doing," Goff says, and doesn't remotely believe it.

Piero Patri is also an architect. His



Minta Palmer

Diane Pohl

Billye Schley

John Price

Barbara Zakarian

Bob Gates

Digby Diehl

Piero Patri

Dick Farson

Don Ray

Wendy Valleau

Bill Strauss

Ed Goff

Gene Brooks

A RICHER TOMORROW



clients include major contractors and small community-action associations. "I am a compulsive worker," Patri says. "It's easier to talk about my work than about myself because my work is, in fact, myself."

John Price's commitment rides on the whims of the surf, and Don Ray's is detailed on a railroad timetable. At 26, Price is the owner of Surfboards Hawaii, which distributes its product nationally. Ray, 27, is an assistant trainmaster for Southern Pacific in Los Angeles.

Billye Schley has traveled through a wild history in the civil rights movement to her present position, personnel director of Teen Posts Inc. "Every time we find a poverty pocket in Los Angeles County," she says, "we establish a post. They are meant to keep kids off the street and sometimes they work."

Diane Pohl presides over Santa Monica's Candlemoth Gallery, where she markets the works of young artisans. "Art background? I have none. I just had seen some galleries I didn't like so I decided to start my own."

Barbara Zakarian and Wendy Valleau create and wholesale original dress designs. The first batch got them only \$50, but the income is beginning to climb.

Dick Farson is a co-founder of Western Behavioral Sciences Institute

and he has now set up a new firm, Group Dynamics. "We deal in social architecture," he says. "We try to arrange it so that people aren't victimized by their environments."

Bob Gates is senior administrative analyst for Los Angeles County. He scrutinizes budgets for nine hospitals and health programs. He is 27. Digby Diehl loves words the way Gates loves numbers. "It's unbelievable," says the 25-year-old editor of *FM & Fine Arts* magazine. "My job is everything I've ever enjoyed doing."

Minta Palmer is the hostess of a radio talk show. "My show is important," she says, "because it is a medium in which ignorance about black people can be cleared up. I don't feel I'm an entertainer, but an educator."

Bill Strauss, a Harvard senior, just ended a second summer of his own personal war on poverty. It's an "exchange" program called FOCUS that gives Negro students, primarily from the West and South, interregional college experience. FOCUS placed 100 students in 26 colleges this past summer, found families to adopt them for a few years.

On the following pages are individuals who share that elusive quality—doing things their own way.

WITH CAREERS TODAY

...at during the first five years.

A RICHER TOMORROW AND NOT JUST IN T

The editors of *Careers Today* have nothing against money, in its place (their own bank account is OK). But they know as many people as you do who think a tax bracket is the only thing that describes a career.

If you're anything like us you feel sorry for them. Sorry enough to resolve that your career has something going for it besides a respectable check for the Internal Revenue Service every April.

This is what *Careers Today* is all about. It's about a way of living that satisfies you as well as your creditors. It's about using your individuality—what's unique in you—to create a job, not fill one. It's about a subject that should have had a magazine devoted to it decades ago. . . .

Careers Today's premise is not that people can lead rewarding, more interesting lives, but that they are leading them. It shows how in words and stunning four-color pictures. It talks about people who realize that a career is more than just a job, or how one earns a living. People who understand that the most desirable careers are those in which work and play are almost indistinguishable.

A few examples of those who have already found this out are pictured on the front of this folder.

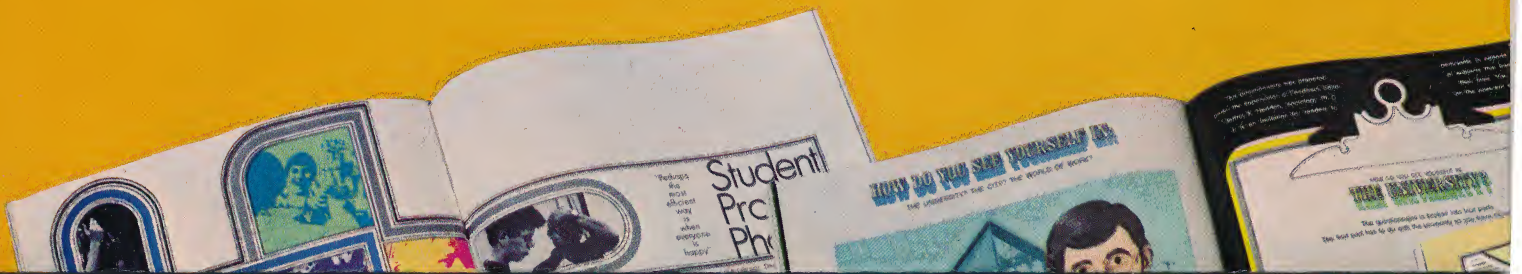
And they, of course, are only a few. Men and women whose potent talent is belief in what they do.

But *Careers Today* is far more than case histories of latter day Horatio Alger types. It is, for one thing, a magazine that its readers participate in. Each issue has a Feedback section in which you are invited to express opinions and tell of your actions . . . in The University, The World of Work, The City. Your attitudes, as expressed anonymously on multiple-choice postcards, will be analyzed and reported in succeeding issues.

In other words, *Careers Today* is two-way communication . . . an action line . . . responding to your needs as you and other readers see them.

Responding for the magazine—with no punches pulled—are these writers, editors and commentators:

First, Peter F. Drucker, world-famous management consultant, author of "The Practice of Management" and "The Effective Executive," and editorial board chairman of *Careers Today*. Each month Dr. Drucker, teacher to young people and top executives, reports on the problems and opportunities in big business and not-so-big business. To both bored students and Board Chairmen, he is a compelling iconoclast. "School," he says, "is primarily an institution for the perpetuation of adolescence. . . ." Yet without contradicting himself he can claim that "the New Left wants to burn down Columbia University. Do they really think that its successor would look any different? How can it?"



WITH CAREERS TODAY ERMS OF MONEY...

Second, T George Harris, author, formerly Senior Editor for Business and Economics at *Look* magazine, now Managing Editor on *Careers Today*. "We are moving," says Harris, "toward a society that can be described only as the first mass aristocracy. That's a country like nobody ever saw before, a nation devoted to the human potential. It's a place where millions more use the best that's in them to the limit. Our job is to help them find where the odds are best."

Finally, between 12 and 15 superbly qualified contributors, who appear monthly, reporting on:

Graduate School Prisons—A skeptic looks at the touted benefits of spending another few semesters facing faculties.

Corporate Kindergartens—Why thousands of management trainees twiddle away their best years on busy seatwork.

Why Wives Work—Most of those who do don't have to. So if it's not for money, the question is all the more fascinating.

Up, Up on the Pay—In 225 firms, starting salaries for B.S.'s rise 5% or more a year. In the highest field, engineering, a graduate who got \$7,560 in '65 would get \$9,168 in '68.

Finding Work Abroad—Unfortunately, it takes a little more than just wanting to go, but fortunately there are things you can do now to let you go later.

People Brokers—Are they closer to white slavers than to personnel managers? How much do they get for "selling" you? Who pays it? Are they worth it?

Recruit vs. Recruiter—Coaching from both sides of the desk to help you get a sweet job . . . reject a sour job.

Water-Cooler Sex—Probably a very safe, perhaps even helpful, diversion from office routine . . . but then . . .

Electronic Money—A study of the paradox that the affluent society is fast becoming the cashless society. The shift from cash to blip-money may bring depression.

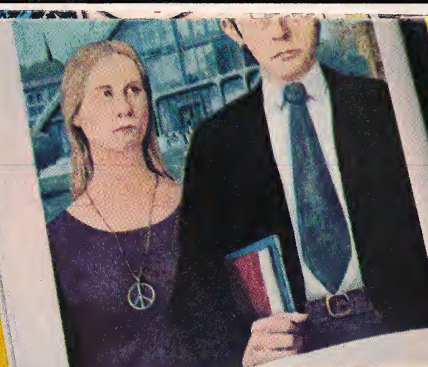
New Draft Policies—Just about all male students confront a Hersey bar across their career paths. What are their chances of improving the picture?

Save \$5—half price—as a Charter Subscriber

The price of this exciting and serious magazine is \$10, and considering its potential for you—and your family—the sum is a modest one indeed. But you can cut that price in half by returning the enclosed card saying yes the best way, your own way. After you are enjoying your subscription you will be billed just \$5, our exclusive rate for charter subscribers.

The charter rolls will not remain open indefinitely, so mail the card (or coupon here) to *Careers Today*, today.



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How Graduates Scare Bosses

"Young people are different."

By Edgar H. Schein

Today's hyper-educated young people scare traditional managers, who fight back. The troubles begin with the graduate's passion for schoolbook logic—inside a very human body called a company. In one M.I.T. sample of graduates on their first jobs, 73% dropped out during the first five years.

(Cont.)

careers today

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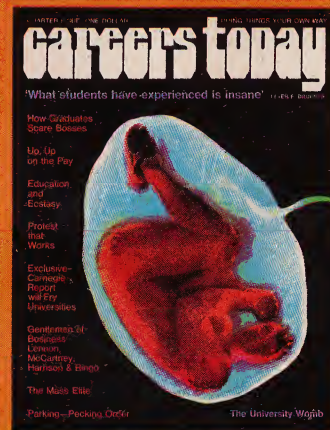
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Dear Reader:

Someone once said a career is a job that starts at 10 a.m. He was wrong, of course, not by hours -- but by years.

A career starts when one finds something he wants to do and decides to do it. Age at the time of the discovery is unimportant, but the earlier the better. And because this discovery is so important, there should be a magazine devoted to it alone.

Which explains this invitation to become a Charter Subscriber to Careers Today. An invitation to save \$5 and possibly a lifetime of boredom.

Careers Today is dedicated to the excitement -- the challenge -- of doing things your own way. For you no other way should be good enough.

Listen to Peter F. Drucker, world-famous management consultant, author, and Careers Today Editorial Chairman who puts it like this:

"The only way to find what you want is to create a job. Even if you move into an existing position, you change it by the way you do it. Nobody worth his salt has ever simply fitted into a slot."

The point is clear. If you are a slot-filler,

you have already read too far, and even at half price, for you Careers Today is overpriced.

We can't tell you how to do things your own way . . . you're the only one who can do that. But we can and do show you how others are doing it:

Take, for instance, "Berkley Unlimited," the story of a 22-year-old nonconformist in dress and shape (5' 10", 250 lbs.) who once offered the dean a tip on a 40¢ stock that shortly rose to \$8, and later turned down a \$125,000-a-year job in order to do things his own way.

Del Behrend, recently a coed rebel and now a bank officer, indicts most parents for having "sold out." In an interview with Editor T George Harris, Del explains the "basic reasons, economic and intellectual, why people my age will not."

Or consider Lou Adler, a talented composer who says, "I like to do what I want at the time I want to do it," and fits words to action by conducting business by the pool of his Bel Air (Calif.) home with only a telephone and a bikini-clad secretary or two.

And for some people their own way is helping others. Like William H. Harrison who is most responsible for Alabama's black farmers' co-operative. He has brought pride -- as well as profits -- to its abysmally poor members.

Careers Today, however, is something more than mere reportorial articles on people "you should have known when." Something far more:

Edgar H. Schein's piece on "How Graduates Scare

Bosses," for instance, warns you against the troubles that bright young people hit on their first jobs. One of Schein's research discoveries: "The manager may feel threatened by all the new theories the graduate brings with him, many of which he, the boss, may not consider sound or completely grasp."

In the wisdom of humor, Albert Shapero offers another way to study a corporation. In "The Official Organization Watchers Guide," this aerospace research veteran points out that a sexy receptionist is an ominous symptom. Why? "An outfit," he warns, "may follow the Playboy philosophy and treat women as things, not as people."

"The Mass Elite" is a fascinating report by Michel Silva describing General Electric's confrontation with the future. "With necessities like food and fun assured as a right, the post-affluents will demand and get careers free of slavishness and do work that is more like play." A serious questioning of the Puritan concept of work.

And Ned Riley's investigation of "Where Have All the Graduates Gone?" focuses on the dilemma of the graduate student who is no longer beyond the reach of "the J. Edgar Hoover of the National Selective Service Board, lovable old Lewis Hershey."

"Student Protest: Phase II" is Gay Boyer's assessment of a subject which promises to be in the headlines for the foreseeable future. Using the microcosm of a Caltech group who have taken control of their own education, the author projects the results with a promise to report their success in future issues.

There is a great deal of continuity in Careers Today . . . a continuity you will participate in. Questionnaires invite you to respond anonymously to attitude studies on a host of topics. The published results allow you to see how your

opinions compare with others on such subjects as the University, the City, the World of Work, Income Ambitions, Requirements of a Potential Spouse.

Subscribe now -- before January 31, 1969 -- and you'll begin your subscription to Careers Today with the Charter Issue. And -- you'll save \$5 as a Charter Subscriber.

It's as simple as choosing your favorite graphic way of saying "Yes." Just place the "E" token between the "Y" and the "S" on the enclosed postpaid order form to form the word "YES."

Note there's no mention of a check. We'll be happy to bill you -- at the half-price Charter rate of just \$5 -- after you are enjoying and profiting from Careers Today. The only thing I would like to stress is the date -- January 31 -- which is important if you want to receive the Charter Issue.

Sincerely,

A handwritten signature in dark ink, reading "Nicolas H. Charney". The signature is fluid and cursive, with a long horizontal stroke at the end.

Nicolas H. Charney, Ph.D.
Editor in Chief

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